

## ORDER



WAVY

**Orders**  
**Order / Rev:** 201628  
**Alt Order #:** 06844884  
**Product Desc:** 10/23-10/29 PRIORITIES USA  
**Estimate:** 1566  
**Flight Dates:** 10/23/12 - 11/05/12  
**Original Date / Rev:** 08/27/12 / 11/01/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street, Southeast  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN7584/SP7302

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	26	\$34,350.00	\$29,197.50
10/29/12	11/05/12	5	\$1,900.00	\$1,615.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$34,350.00	\$29,197.50	0.00
November 2012	5	\$1,900.00	\$1,615.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$36,250.00</b>	<b>\$30,812.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WAVY	33%	\$36,250.00
Market	100%	\$109,848.48

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$6,590.91
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$25,265.15
WTVZ	4%	\$4,393.94
WVBT	8%	\$8,787.88
WVEC	26%	\$28,560.61

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/23/12	10/23/12	WAVY News @ Sunrise	CM	5a-6a	-T-----	1:00	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
WAVY News @ Sunrise															
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$1,400.00		0.00			
E 2	WAVY	10/25/12	10/25/12		CM	5a-6a	---T---	1:00	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00

Order / Rev: 201628  
 Alt Order #: 06844884  
 Flight Dates: 10/23/12 - 11/05/12

Advertiser: POL/Priorities USA Action  
 Product Desc: 10/23-10/29 PRIORITIES USA  
 Estimate: 1566  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News @ Sunrise											
				WAVY News @ Sunrise											
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,400.00		0.00						
E 5	WAVY	10/24/12	10/24/12	WAVY 6AM News	CM	6a-7a	--W----	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
				WAVY 6AM News											
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$4,000.00		0.00						
E 7	WAVY	10/25/12	10/25/12	Today Show M-F	CM	7a-9a	---T---	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
				Today Show M-F											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$4,000.00		0.00						
E 9	WAVY	10/23/12	10/23/12	Today Show 2	CM	9a-10a	-T-----	1:00	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
				Today Show 2											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,000.00		0.00						
E 13	WAVY	10/26/12	10/26/12	Today Show 3	CM	10a-11a	----F--	1:00	1	\$800.00	P1	0.00	NM	1	\$800.00
				Today Show 3											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
E 14	WAVY	10/29/12	10/29/12	Today Show 3	CM	10a-11a	M-----	1:00	1	\$800.00	P1	0.00	NM	1	\$800.00
				Today Show 3											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WAVY	10/29/12-11/04/12	Today Show 3	10a-11a		M-----	1:00		<del>(\$800.00)</del>		0.00	NM		
		See MG 14.2													
		[Special Report]													
2		WAVY	11/05/12-11/05/12	Today Show 3	10a-11a		M-----	1:00		\$800.00		0.00	NM		
		Ⓜ MG for 14.1 10/29													
		[Makegood]													
E 15	WAVY	10/23/12	10/23/12	Hampton Roads Show	CM	11a-12p	-T-----	1:00	1	\$400.00	P2	0.00	NM	1	\$400.00
				Hampton Roads Show											
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$400.00		0.00						
E 17	WAVY	10/29/12	10/29/12	Hampton Roads Show	CM	11a-12p	M-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				Hampton Roads Show											
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$200.00		0.00						
E 18	WAVY	10/24/12	10/24/12	WAVY News 10 @ Noon	CM	12p-1p	--W----	1:00	1	\$600.00	P1	0.00	NM	1	\$600.00
				News 10 @ Noon											
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$600.00		0.00						
E 20	WAVY	10/25/12	10/25/12	Days of Our Lives	CM	1p-2p	---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
				Days of Our Lives											
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$350.00		0.00						
E 21	WAVY	10/23/12	10/23/12	M-F 2-3p	CM	2-3p	-T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				The Doctors											
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$200.00		0.00						



